

Abstract of the Disclosure

A system for a retail store, such as a grocery store, for guiding and orienting shoppers with regard to product location. At various aisle locations and other locations in the store area there are provided signs with graphic representations of products which are typical of products that are located in the area of that sign. Many of these signs would be brand name graphical representations of the actual products as packaged. Also, there are directory signs, directions signs, store layout sheets or hand-outs and more specific product signs to also assist in orienting the customers and providing location information.